

If you have any questions or want further details on any of the enclosed information please go to our dedicated Values into Action website.

Respect

A vertical bar on the left side of the page with five colored segments: light blue, white, dark blue, purple, and pink.

CUSTOMER SERVICE

RESPECT

INTEGRITY

EXCELLENCE

INNOVATION

Why is Respect for the individual important?

Unlike any of the other values, respect isn't about performance, nor is it about something that you are. It is how you treat others. It is essential to supportive working environments, to learning and improvement and to creating long-lasting, happy and productive relationships.

In the workplace, Respect is demonstrated by such behaviour as:

- Showing consideration for others, treating them fairly and as equals.
- Demonstrating an open mind and being willing to listen to other points of view.
- Balancing a concern for getting work done with the needs, goals and feelings of others.
- Helping others to develop personally and professionally by offering coaching and support.
- Seeking to give constructive feedback so that colleagues are prepared to meet the new demands of changing situations.

Here is an inspiring example of Respect, demonstrated by the winner of this category in 2006:

Annual Winner

Cliff Thomas, General Manager, Compass

Nominated by: Kevin Severn, formerly Assistant Catering Director, Land Securities Trillium

Reason for nomination:

Cliff recently had cause to dismiss a very popular member of his team. On Compass head office advice the individual should have been instantly dismissed. However Cliff, knowing how popular the member of staff was, conducted a 3 stage appeal procedure using the Compass management hierarchy. Despite very clear grounds for the dismissal which could not be revealed to protect the individual's rights, a groundswell of support for the sacked member of staff developed on the BBC's website gateway. Cliff clearly could not tell them why the individual was dismissed, despite receiving several attacks and verbal abuse. A number of BBC staff then raised a petition and using the BBC's intranet gateway conducted a campaign to have the member of staff reinstated, and demanded to know why the person concerned had been dismissed. What followed was exceptional; Cliff tried to enter into a dialogue to explain why he could not and would not breach confidentiality, providing the ring leaders with his mobile and e-mail address to contact him directly. They then posted his contact details on the BBC's website, which led to Cliff receiving 30-40 calls and e-mails daily for 2-3 weeks until the BBC itself withdrew the thread. All through this extreme, and often personal, provocation, Cliff protected the sacked employee's confidentiality. In the end LST issued a statement on his behalf on the web indicating the serious nature of the dismissal and his reasons for not commenting. Cliff's refusal to delegate responsibility or to give in to unbelievable pressure shows a truly outstanding respect for the rights of the individual concerned.

We look forward to receiving your nomination!

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